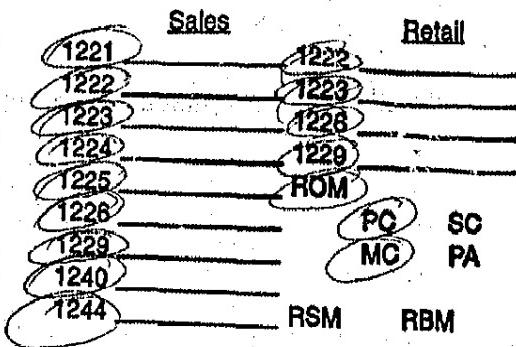


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|--|--------------------|---------|-------|-------|-----|-------|--------------------|-----|-------|----|----|-------|--|-----|
| FSC-12-A   | 1/25/96            | TO: ROM |       |       |     |       |                    |     |       |    |    |       |  |     |
| <b>SUBJECT:</b> 1996 ROU Workplan Reporting Procedures   |                    |         |       |       |     |       |                    |     |       |    |    |       |  |     |
| <b>DISTRIBUTION:</b>   |                    |         |       |       |     |       |                    |     |       |    |    |       |  |     |
| <table> <tr> <td>X AVP</td> <td>X KAM</td> <td>ELM</td> </tr> <tr> <td>X RSM</td> <td>X Reg.Mil./DF Mgr.</td> <td>MIL</td> </tr> <tr> <td>X RBM</td> <td>DM</td> <td>DF</td> </tr> <tr> <td>X ROM</td> <td></td> <td>REP</td> </tr> </table> |                    |         | X AVP | X KAM | ELM | X RSM | X Reg.Mil./DF Mgr. | MIL | X RBM | DM | DF | X ROM |  | REP |
| X AVP  | X KAM              | ELM     |       |       |     |       |                    |     |       |    |    |       |  |     |
| X RSM  | X Reg.Mil./DF Mgr. | MIL     |       |       |     |       |                    |     |       |    |    |       |  |     |
| X RBM  | DM                 | DF      |       |       |     |       |                    |     |       |    |    |       |  |     |
| X ROM  |                    | REP     |       |       |     |       |                    |     |       |    |    |       |  |     |

(Please disseminate to appropriate personnel.)



It is extremely important that all of our scheduled retail promotions be worked at retail during the planned timeframe that has been communicated. Our retail promotions are only one part of our 1996 Marketing Plan developed to capture volume and share from our competitors. Other elements of this plan such as out-of-home advertising, direct mail and continuity programs are dependent on our execution of these retail promotions in the designated time frame planned for each.

In order for us to get a better handle on our actual execution of each program, the following "revised" reporting procedures (in effect immediately) are to be reviewed with your ROM, ROU coordinators and managers/reps responsible for direct accounts.

#### DPC Reporting Procedures

1. A "posting" update function will be available in BPE on February 1 to allow you to enter the actual number of displays that have been shipped from the wholesaler to the retailer. This update will not be associated with the payment of displays so it is critical that all displays (paid or non-paid) be recorded since the quantity will be reflected in the T14 and T19 reports. The function will allow you to select the specific DPC promotion number for that promotion and post activity accordingly. Activity should be posted against the direct account(s)--not retail account(s).
2. The RJR manager/rep responsible for the direct account should provide the ROU with a planned schedule of when shipments will be made from his/her accounts to retail. The ROU will then post the activity as outlined in Step 1 at the end of the scheduled week. If for some reason the schedule is changed, the RJR manager/rep responsible for the account must communicate back to the ROU to update the posting schedule. (This should eliminate unnecessary telephone communication between the ROU and account manager/rep except for schedule changes.)
3. The \$5, \$7 display payments as well as the VPR payments available in TPS will be handled in the normal manner. However, the "update activity" option will not be available for these payments. The number of payments or dollar value will not be reflected in the T14 or T19 reports. The only method of updating activity will be the function outlined in Step 1.
4. Actual placements will be measured against "planned" allocated quantities. All changes in allocations must be communicated through your AMO to ensure that the "planned" amounts are adjusted in the home office systems and are reflected accurately in the T14 & T19 Tracking Reports in BPE. (If this procedure is not followed, the quantity you transfer to another region will not be deducted from your planned quantity.)
5. Templates may still be used to generate store lists for direct accounts but should not be used as a "posting device". The P20 Posting Function has been deleted from the BPE System.

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## National/Partner's Promotions Reporting Procedures

1. The RJR manager/rep responsible for the direct account should supply the ROU with a planned schedule of when shipments will be made from his/her account to retail. The ROU will then post the activity (by VAP templates in BPE) at the end of the scheduled week. If for some reason the schedule or quantities have changed, the RJR manager/rep responsible for the account must communicate back to the ROU to update the template and the posting schedule. (This should eliminate unnecessary telephone communication between the ROU and the account manager/rep except for schedule changes.)

Based on the recommendation by the ROMs in November, a "delivery schedule" function linked to the specific promotion and direct account template will be available in BPE on February 12. This new feature will allow you to enter the scheduled delivery date at the time of VAP transfer and will create an "automatic posting" from the direct account template. The ROU will have the flexibility to revise the date should schedules change prior to the posting.

2. Actual placements will be measured against "planned" allocated quantities. Any permanent transfers or changes of allocations outside the normal VAP transfer functions V10 and V20 must be communicated through your AMO to ensure that the "planned" amounts are adjusted in the home office system(s) and are reflected in the T14 and T19 Tracking Reports in BPE. (If this procedure is not followed, the quantity you transfer to another region will not be deducted from your planned quantity.)

The VAP transfer functions (V10 & V20) are only used to transfer allocations for packing purposes only. The planned allocations for your region will remain the same since the ROU handling the direct account will post activity for your accounts.

3. All reporting codes will be available one week prior to the DTS date and remain in the system one month following the ending promotional date. It is critical that the majority of placements take place at retail during the month the activity is planned.

Example: DORAL Ashtray Program 600001      DTS: March 4, 1996  
Reporting Dates: 2/26/96-04/26/96  
**(Extended time is for exceptions only)**

4. Since you are posting from direct account templates, you will be reporting for those retail accounts in your geography as well as accounts outside your region. It is important that all regions report in the same timeframe and are consistent.
5. **ROUs are not responsible for the reporting of the military promotions.** Military reps will report all retail promotions while in their calls since they are not part of the VAP plan.

By following these procedures, we will be able to measure our execution of the placed quantities of each promotion on a weekly basis through the end of the promotional period and reflect the actual retail activity for the majority of the workplan promotions in T14 and T19 reports. This will give us a much better handle on the effect each promotion has on the share of market. To verify your reporting, use the T14 and T19 reports to ensure that accurate reporting has been captured.

**Program Contact: Area Manager of Operations or  
Sharon Reid, extension #2584**

R. J. REYNOLDS TOBACCO COMPANY

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